

Michigan eLibrary Usage and Statistics Report

Fiscal Year 12 Quarter 2 (Jan – Mar 2012)

The Governor's Dashboard Metrics

We report on MeL quarterly to the State of Michigan regarding four key metrics: full-text retrievals from the databases, homepage visits, LearningExpress visits and Job and Career Accelerator sessions. Below I compare FY 12 Q2 (Jan to Mar) to the previous quarter (Oct to Dec 2011) and to this same quarter last year (FY 11 Q2).

Full text retrievals: This quarter MeL saw over five million full text retrievals from the databases, up 71% since last quarter. Full text retrievals were up 64% over this same quarter last year.

Homepage visits: This quarter MeL saw over one million seven hundred thousand homepage visits, up 58% over last quarter. Homepage visits were up 129% over this quarter last year.

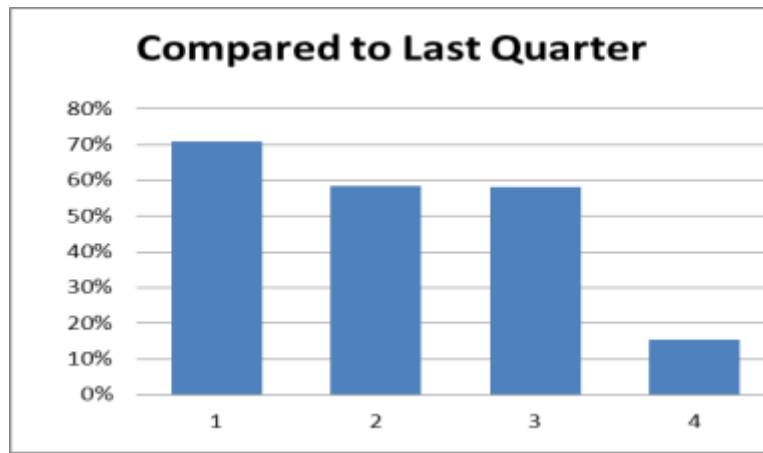
LearningExpress visits: MeL saw over 64,000 visits to LearningExpress, that's a 58% increase between this quarter and last and a 24% increase over this quarter last year.

Job and Career Accelerator: Between last quarter and this quarter MeL saw a 16% rise (a total number of sessions of 3,718). We did not have Job and Career Accelerator during this quarter last year and so cannot compare it.

MeL experienced very positive growth this quarter in comparison to the previous quarter and year.

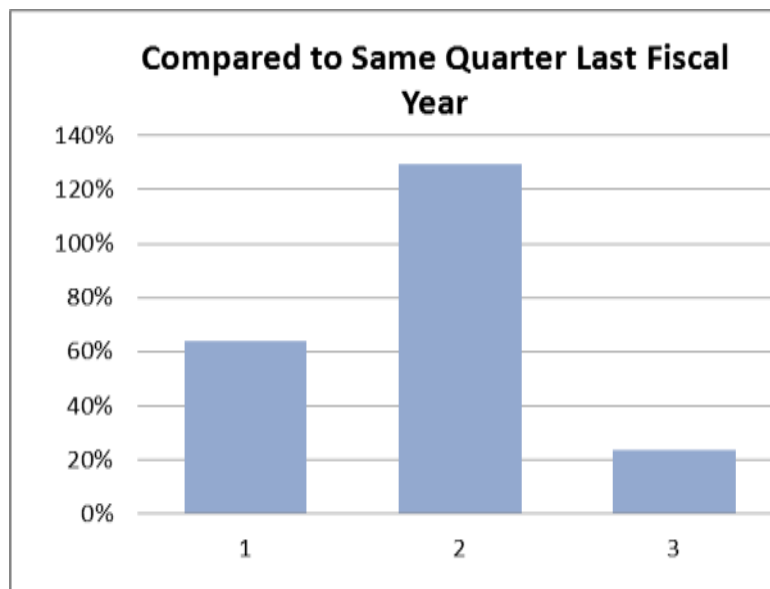
Compared to Last Fiscal Quarter

	FY 2012 Q1	FY 2012 Q2
1 Full text database retrievals:	3,032,759	5,180,992
2 MeL homepage visits:	1,077,048	1,705,603
3 Learning Express total visits:	40,932	64,750
4 JCA total sessions:	3,219	3,718



Compared to Same Quarter of Last Fiscal Year

	FY 2011 Q2	FY 2012 Q2
1 Full text database retrievals:	3,163,829	5,180,992
2 MeL homepage visits:	743,771	1,705,603
3 Learning Express total visits:	52,427	64,750
4 JCA total sessions:		3718



Full Report of MeL Databases Usage:

MeL Database Usage

Jan – Mar 2012

	Sessions FY2012 Q2	Searches FY2012 Q2	Full Text FY2012 Q2
	4,979,977	12,942,289	4,656,270
Gale Databases			
Academic OneFile	819,838		
Books & Authors	7,510		
Business & Company Resource Center	72,583		
General OneFile	373,506		
GVRL	189,908		
Health & Wellness Resource Center	96,694		
Kids InfoBits	80,004		
Michigana	16,218		
Nursing Resource Center	52,301		
Opposing Viewpoints	212,656		
Small Business Resource Center	43,164		
	52,501	N/A	N/A
Chiltons			
	94,190	206,007	105,916
ProQuest - SIRS Discoverer	63,933	173,682	126,871
ProQuest - SIRS Renaissance	63,483	209,390	N/A
ProQuest - Heritage Quest	98,687	191,295	176,141
ProQuest - eLibrary	31,634	71,152	115,794
ProQuest - eLibrary Elementary	70,880	N/A	N/A
ProQuest-CultureGrams			
	5,455,285	13,793,815	5,180,992
TOTALS			
	Site Visits	Total Tests	Total Courses
	64,750	49,640	9,151
Learning Express			

JCA

Sessions
3,718Resumes
247Job Searches
10,614**Gateway Usage**

The most heavily used gateways:

FY 11 Q2	FY 12 Q1	FY 12 Q2
Kids (38,346)	Teens (46,169 visits)	Teens (56,153 visits)
Books and Reading (23,687)	Kids (23,305 visits)	Kids (48,539 visits)
Teens (19,948)	Books and Reading (14,903 visits)	Books and Reading (18,106 visits)
Genealogy (15,438)	Genealogy (11,211 visits)	Michigana (14,821 visits)

Gateway statistics:

For FY 2011 Q2 we were using an older version of our Content Management System CWIS and these stats cannot be fairly compared to the new stats so FY 2011 Q2 numbers are not provided here.

	Total FY 2012 Q1	Jan 12	Feb 12	Mar 12	TOTAL FY 2012 Q2
Homepage	1,077,048	521,772	592,457	591,374	1,705,603
Databases	189,054	85,458	115,746	102,316	303,520
Books and Reading	14,903	6,480	5,745	5,881	18,106
Michigana	8,921	3,991	5,227	5,603	14,821
Business and Jobs	4,364	1,622	1,553	1,741	4,916

Genealogy	11,211	4,560	4,876	5,216	14,652
Health and Wellness	5,257	1,722	2,095	2,224	6,041
Legal	2,795	1,127	1,218	1,307	3,652
Kids	23,305	12,886	16,538	19,115	48,539
Teens	46,169	15,718	22,287	18,148	56,153
Reference	5,771	2,191	2,191	2,828	7,210
Promotions	2,607	778	960	1,177	2,915

Google Analytics and Coremetrics

Google Analytics and Coremetrics augment the server data we have regarding how many visits MeL.org gets. Google Analytics is a free tool that I installed at the beginning of the fiscal year. Coremetrics was installed by Bryan Holland of LearnGauge with the assistance of eMichigan employee John Estill. I'm still working on getting the kinks worked out of Coremetrics.

Here are some of the things Google Analytics can tell us:

Top cities visiting MeL:

	City	Visits to MeL.org (any landing page)	Pages/Visit	Avg. Time on Site
1	Grand Rapids	67,009	1.64	0:02:26
2	Ann Arbor	20,709	1.71	0:02:13
3	Wyandotte	16,411	1.34	0:02:17
4	Lansing	13,433	2.03	0:02:23
5	Muskegon	13,013	2.23	0:02:30

6	Detroit	11,031	2.23	0:02:50
7	Saginaw	11,024	2.61	0:03:07
8	Holland	10,793	2.26	0:02:19
9	Kalamazoo	9,795	2.28	0:02:35
10	Traverse City	9,659	2.24	0:02:37
11	Livonia	9,599	2.66	0:02:51
12	Flint	9,492	2.45	0:02:37
13	Clinton Township	8,395	2.21	0:02:15
14	Port Huron	7,930	2	0:04:17
15	Troy	7,026	2.61	0:02:46
16	Lapeer	5,795	3.1	0:03:12
17	Bay City	5,654	2.1	0:03:44
18	Midland	5,238	2.17	0:02:59
19	Clarkston	5,195	2.61	0:02:54
20	Battle Creek	5,026	2.12	0:02:09
21	Warren	5,004	2.24	0:02:54
22	Holly	4,950	2.46	0:02:12
23	Lake Orion	4,767	2.66	0:03:02
24	Birmingham	4,547	2.34	0:02:37
25	West Bloomfield	4,480	1.7	0:02:33
26	Marquette	4,379	2.2	0:02:25
27	Farmington	4,336	2.4	0:02:04
28	Canton	4,124	2.05	0:02:15
29	Royal Oak	3,905	1.84	0:01:47
30	Hudsonville	3,885	2.45	0:02:28

31	Ferndale	3,877	1.57	0:02:24
32	Dearborn	3,839	2.34	0:02:33
33	Keego Harbor	3,809	1.54	0:02:19
34	Mount Pleasant	3,784	2.06	0:02:33
35	Mesick	3,661	1.96	0:02:08
36	Ypsilanti	3,614	1.86	0:02:35
37	Rochester	3,549	2.22	0:02:24
38	Jackson	3,478	2.03	0:02:17
39	Oxford	3,451	1.97	0:02:43
40	Mattawan	3,296	2.45	0:02:41
41	Walled Lake	3,250	2.35	0:03:44
42	New Baltimore	3,172	2.34	0:02:32
43	Southfield	3,150	2.6	0:02:38
44	East Lansing	3,060	1.93	0:01:49
45	Grandville	2,950	2.77	0:02:34
46	Sterling Heights	2,901	2.11	0:02:10
47	Brighton	2,641	1.95	0:01:52
48	Trenton	2,529	2.41	0:02:47
49	Ionia	2,460	3.46	0:03:19
50	Adrian	2,394	2.09	0:03:04

Browsers visiting MeL:

Browser	Visits
Internet Explorer	66.74%
Firefox	15.06%
Chrome	8.72%
Safari	8.29%

Operating system visiting MeL:

Windows	87.28%
Macintosh	9.18%
iPad	1.70%
Android	0.65%
iPhone	0.44%
Linux	0.38%
iPod	0.22%
Chrome	0.02%

Top ISPs Used to Access MeL:

1. Comcast Business Communications LLC
2. Charter Communications
3. Wayne RESA
4. Comcast Cable Communications Inc.
5. Oakland Schools
6. Grand Rapids Public Schools
7. AT&T Internet Services
8. Ottawa Area ISD
9. Macomb Intermediate School District
10. PEC Technologies

From MCLS (Google doc MeL Usage and Activity Stats)

MeLCat

Month	Number of items	Number of Bib records	Number of requests	Number of loans	Fill Rate
1-12	45,605,584	11,834,274	104,159	95,176	91.38%
2-12	45,842,722	12,050,254	97,946	87,529	89.36%
3-12	45,842,722	12,306,447	100,243	88,828	88.61%

Month	Academic Libraries	Public Libraries	School Libraries	Combined	Special	Total
1-12	48	322	27	10	8	415
2-12	48	322	27	10	8	415
3-12	48	322	27	10	8	415

Month	MeL Databases support requests	MeLCat support: Tickets Created	MeL Databases training sessions	MeL Databases training attendees	MeLCat training sessions	MeLCat training attendees
1-12	51	359	2	22	1	13
2-12	48	323	3	30	1	6
3-12	54	389	1	5	1	6

Notable Changes to MeL in This Fiscal Quarter That May Affect Statistics

None known.

Reporting Changes in This Fiscal Quarter

ProQuest is attempting to automate their statistic reporting process to reduce the workload on their staff as it has been very labor-intensive for them to get us stats over the past 6 months.